

**PROTOCOL PROCEDURE FOR SOUTHWEST, WISCONSIN  
WATER STUDY RESULTS**

**WHEREAS**, in the past, Southwest Wisconsin has been falsely slandered by the press due to a county board leak of confidential information of the collaborative three county water study the following protocols must be followed:

1. Future test results will be limited to the Iowa, Grant and Lafayette County Board Chairs, or a designee approved by the County Board Chair, the County Conservationists and the Land Conservation Committee Chair. Known hereafter as the "Review Board of the Water Quality Study." They will review the results, talk about interpretations, and issue press releases when appropriate.
2. Because of the past leaks, Land Conservation Committee members, as well as other members of each County Board, will only be informed when the public is informed.
3. An appropriate statement will be crafted by the Review Board. It will be crafted in a press release and shared with the press with this specific statement included at the top: "Please do not alter, edit, cut or adjust this press release in anyway. Please print the content provided in full." Under no circumstances is the media allowed to glean information and selectively report it in order to interpret the results for their own means. Violators will be prosecuted.
4. In the event that a conference is held to distribute results, invitations will be extended to local TV stations, radio and news outlets. The conference will do a complete review of the whole test process and the expectations for the release before any further information is given. The press will be given an official press release provided by the Review Board following any conferences that are held, which will include information from the study in its entirety.
5. Any board member caught distorting information intentionally, or speaking to the press without the express authority to represent their Committee, Full County Board or the Review Board, will be censured by their respective board and publicly admonished. Further action may be taken against said member as seen fit by their board through each County's own Ethics Process.

**NOW, THEREFORE, BE IT RESOLVED**, that the Lafayette County Board of Supervisors, at the request of the Land Conservation Committee, recommend that the above protocol be established for the accurate distribution of information in regards to the Water Quality Study.

**Respectfully Submitted,  
Lafayette County Land Conservation Committee**